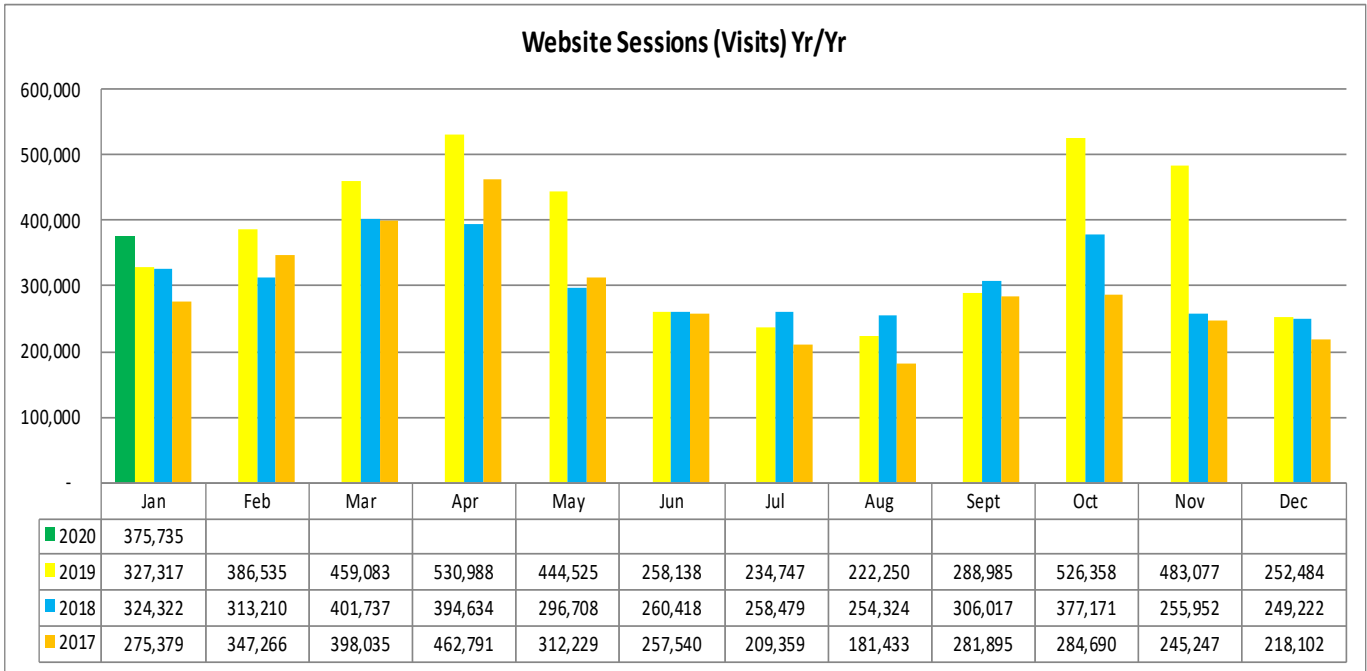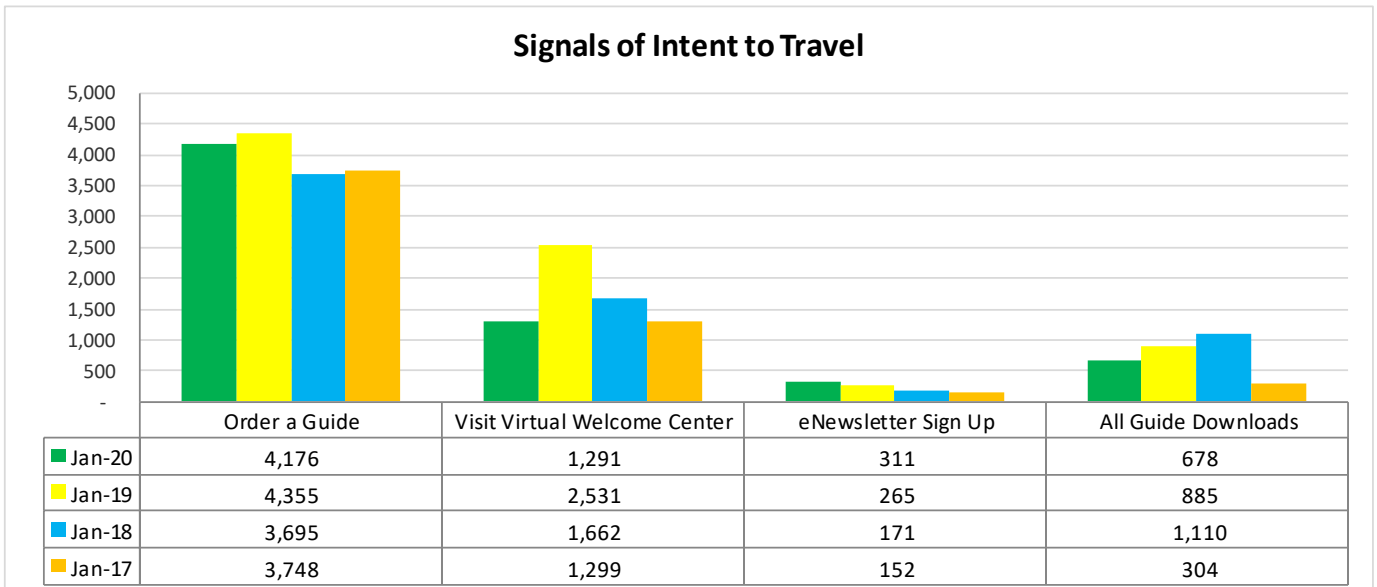**LOUISIANA** Feed Your Soul.

LouisianaTravel.com

TOURISM INDUSTRY INDICATORS
FEBRUARY 2020 MONTHLY TRACKING DASHBOARD
Produced by the Louisiana Office of Tourism
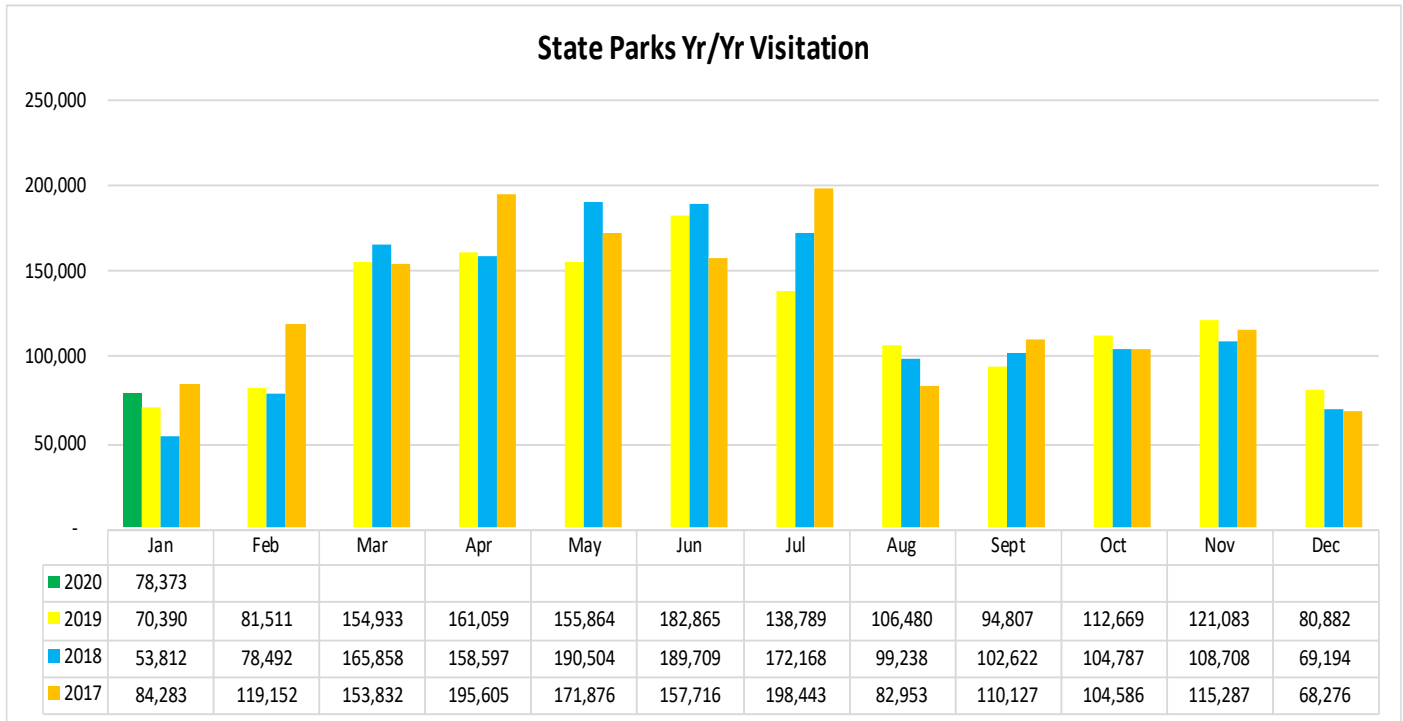
LOUISIANATRAVEL.COM

Website Sessions (Visits) Yr/Yr

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	375,735											
2019	327,317	386,535	459,083	530,988	444,525	258,138	234,747	222,250	288,985	526,358	483,077	252,484
2018	324,322	313,210	401,737	394,634	296,708	260,418	258,479	254,324	306,017	377,171	255,952	249,222
2017	275,379	347,266	398,035	462,791	312,229	257,540	209,359	181,433	281,895	284,690	245,247	218,102

LouisianaTravel.com website showed an increase of 15 percent in total website visits in Jan 2020 over Jan 2019

Signals of Intent to Travel

	Order a Guide	Visit Virtual Welcome Center	eNewsletter Sign Up	All Guide Downloads
Jan-20	4,176	1,291	311	678
Jan-19	4,355	2,531	265	885
Jan-18	3,695	1,662	171	1,110
Jan-17	3,748	1,299	152	304

Source: Google Analytics

For more information on individual stats, visit http://www.crt.state.la.us/tourism/louisiana-research/index or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

STATE PARKS

State Parks Yr/Yr Visitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	78,373											
2019	70,390	81,511	154,933	161,059	155,864	182,865	138,789	106,480	94,807	112,669	121,083	80,882
2018	53,812	78,492	165,858	158,597	190,504	189,709	172,168	99,238	102,622	104,787	108,708	69,194
2017	84,283	119,152	153,832	195,605	171,876	157,716	198,443	82,953	110,127	104,586	115,287	68,276

STATE HISTORIC SITES

State Historic Sites Yr/Yr Visitation

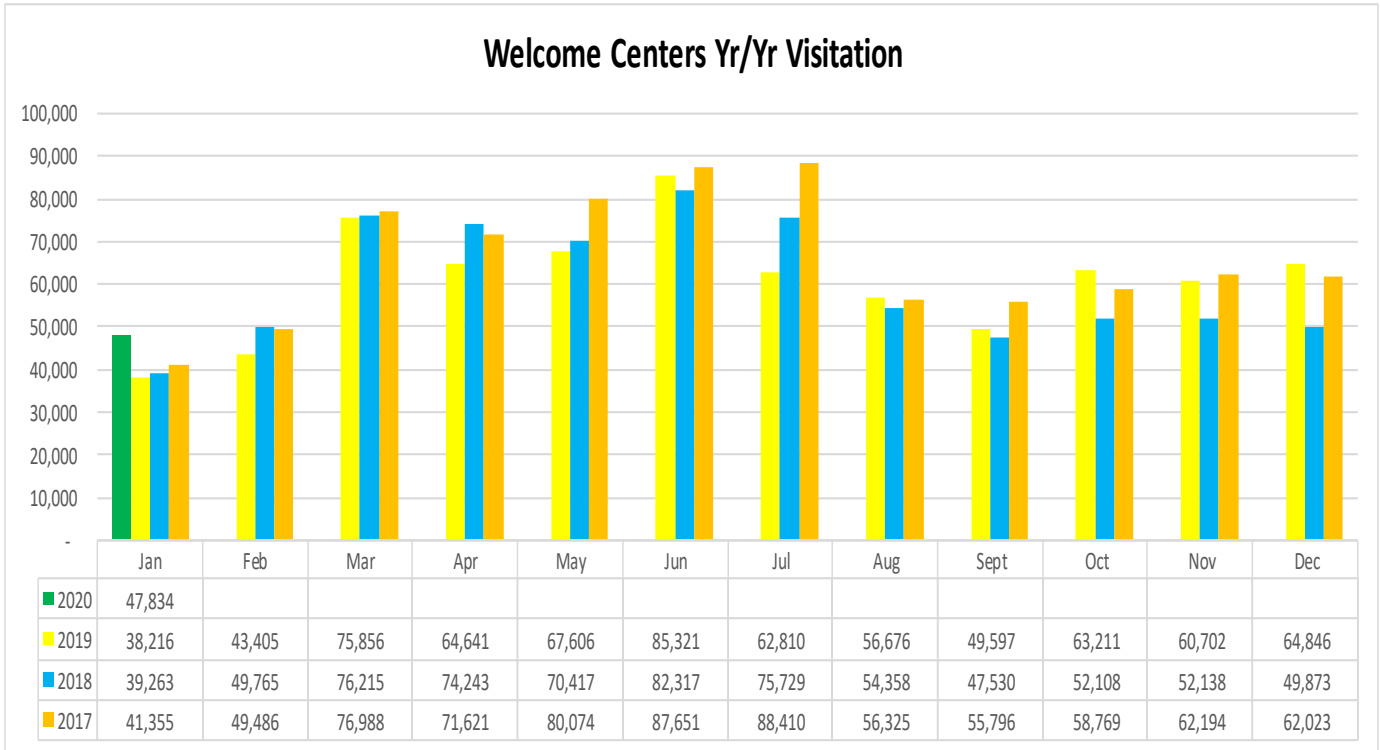|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	5,649											
2019	5,783	5,800	18,330	12,165	11,735	9,681	6,945	5,917	8,502	13,418	12,349	10,834
2018	3,469	5,188	18,389	13,450	12,336	10,562	7,462	5,629	11,809	13,350	10,883	13,708
2017	5,892	8,222	17,685	13,870	11,383	9,723	8,089	5,094	12,374	11,867	12,972	10,679

Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS

Welcome Centers Yr/Yr Visitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	47,834											
2019	38,216	43,405	75,856	64,641	67,606	85,321	62,810	56,676	49,597	63,211	60,702	64,846
2018	39,263	49,765	76,215	74,243	70,417	82,317	75,729	54,358	47,530	52,108	52,138	49,873
2017	41,355	49,486	76,988	71,621	80,074	87,651	88,410	56,325	55,796	58,769	62,194	62,023

Statewide welcome centers had an increase of 25 percent in visitation in January 2020 over January 2019.

<u>Note</u>: Vinton Welcome Center remains closed for reconstruction. The Vidalia Welcome Center and the Alexandria I-49 Welcome Center are permanently closed to visitors.

Welcome Centers Visitor Totals

International - Jan 2020	
Mexico	1,524
Canada*	1,407
France	323
United Kingdom	245
Australia	125

States** - Jan 2020	
Texas	9,888
Mississippi	3,466
Florida	2,589
Alabama	2,460
Georgia	1,173

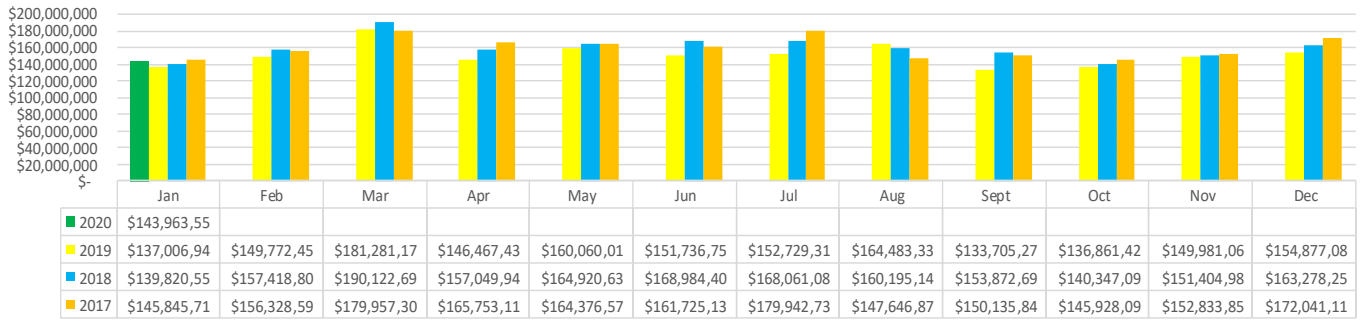| Cities** - Jan 2020	
Houston, TX	1,462
Mobile, AL	520
Bullard, TX	434
San Antonio, TX	337
Pensacola, FL	333

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.
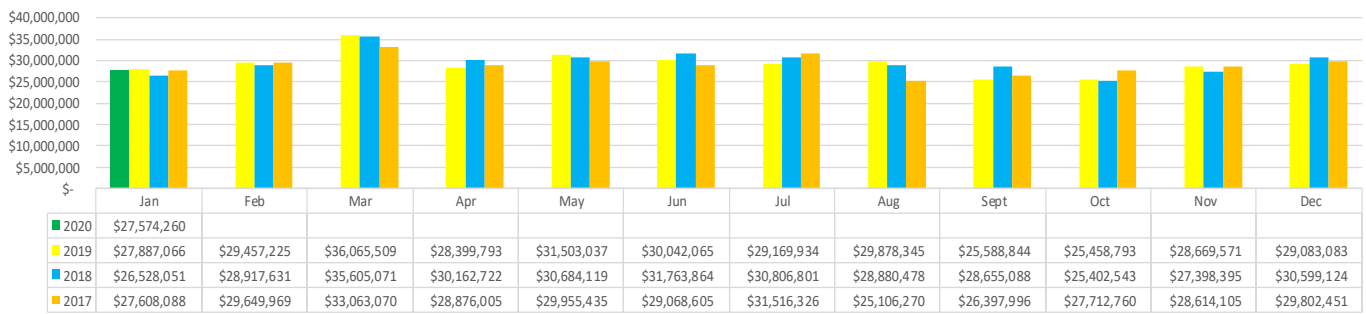
Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwc1@crt.la.gov.
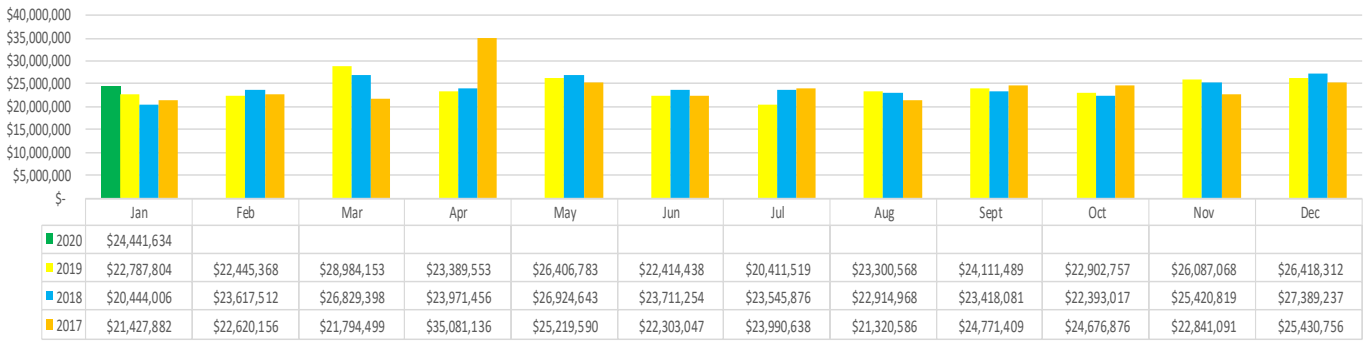
GROSS GAMING REVENUE

Riverboats - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	$143,963,55											
2019	$137,006,94	$149,772,45	$181,281,17	$146,467,43	$160,060,01	$151,736,75	$152,729,31	$164,483,33	$133,705,27	$136,861,42	$149,981,06	$154,877,08
2018	$139,820,55	$157,418,80	$190,122,69	$157,049,94	$164,920,63	$168,984,40	$168,061,08	$160,195,14	$153,872,69	$140,347,09	$151,404,98	$163,278,25
2017	$145,845,71	$156,328,59	$179,957,30	$165,753,11	$164,376,57	$161,725,13	$179,942,73	$147,646,87	$150,135,84	$145,928,09	$152,833,85	$172,041,11

Racinos - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	$27,574,260											
2019	$27,887,066	$29,457,225	$36,065,509	$28,399,793	$31,503,037	$30,042,065	$29,169,934	$29,878,345	$25,588,844	$25,458,793	$28,669,571	$29,083,083
2018	$26,528,051	$28,917,631	$35,605,071	$30,162,722	$30,684,119	$31,763,864	$30,806,801	$28,880,478	$28,655,088	$25,402,543	$27,398,395	$30,599,124
2017	$27,608,088	$29,649,969	$33,063,070	$28,876,005	$29,955,435	$29,068,605	$31,516,326	$25,106,270	$26,397,996	$27,712,760	$28,614,105	$29,802,451

Land Based - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	$24,441,634											
2019	$22,787,804	$22,445,368	$28,984,153	$23,389,553	$26,406,783	$22,414,438	$20,411,519	$23,300,568	$24,111,489	$22,902,757	$26,087,068	$26,418,312
2018	$20,444,006	$23,617,512	$26,829,398	$23,971,456	$26,924,643	$23,711,254	$23,545,876	$22,914,968	$23,418,081	$22,393,017	$25,420,819	$27,389,237
2017	$21,427,882	$22,620,156	$21,794,499	$35,081,136	$25,219,590	$22,303,047	$23,990,638	$21,320,586	$24,771,409	$24,676,876	$22,841,091	$25,430,756

Video Gaming - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2020	$52,069,825											
2019	$49,158,158	$51,670,417	$60,847,349	$53,122,943	$54,229,300	$49,865,708	$49,928,726	$52,125,538	$48,006,021	$50,222,154	$51,436,028	$53,219,772
2018	$44,282,485	$50,090,978	$58,607,031	$51,130,294	$50,644,339	$49,205,659	$47,762,752	$49,757,478	$45,287,319	$48,310,107	$48,572,623	$52,094,537
2017	$45,411,606	$49,118,775	$56,491,353	$49,116,040	$49,071,438	$47,011,271	$46,195,429	$46,337,254	$45,790,034	$45,677,381	$46,317,570	$49,495,758

Source: Louisiana State Police